



# Governor’s 2010 Census Outreach

The Success of the Census, **IT’S IN OUR HANDS MARYLAND!**

Maryland State Government Complete Count Committee (MSGCCC)

## *Ways you and your Agency can support the 2010 Census*

- Use 2010 Census drop-in articles in messages and newsletters, e-mail signatures, Agency websites.
- Encourage employees and constituents to complete their census questionnaire and mail it in promptly.
- Display and/or distribute 2010 Census promotional materials (posters, window stickers, job information).
- Provide space to test or interview job applicants.
- Speak positively about the 2010 Census to your neighbors and friends.
- Provide links from your Agency websites to the MD 2010 Census website as well as the Census Bureau’s website.
- Sponsor community events to promote the 2010 Census – especially in Hard to Count areas.
- Provide volunteers for 2010 Census promotional events (fairs, community events).
- Participate in a speakers’ bureau to educate constituents and promote the 2010 Census.
- Develop short video and audio clips to promote the 2010 Census and provide links on your website.
- Provide in-kind services to produce Maryland 2010 Census materials (printing brochures, posters, STAR transfers for promotional items).
- Provide space for Questionnaire Assistance Centers.
- Display 2010 Census materials in high traffic public areas (banners in buildings, bus cards inside transit buses, metro and light rail).
- Translate simple 2010 Census educational and outreach messages to other languages.
- Enlist support from energetic, creative co-workers in your Agency to be advocates for the 2010 Census.
- Put the 2010 Census on the agenda at meetings and/or allow presentations by Census Bureau staff.

**Next to each item listed above indicate the likelihood (H-high; M-medium; L-low; DK- don’t know; NA-not applicable) of your Agency’s ability to participate.**

**List below 3 very specific items, either on the list or not, that your Agency is most willing to do, or you feel it can best do to support Census 2010.**

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Agency: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Please plan on confirming your Agency’s commitments to Maryland’s 2010 Census by April 14, 2009.**